CIES INTERNATIONAL UNIVERSITY NETWORK

IN COLLABORATION WITH FIFA

Pillai

PILLAI/FIFA/CIES EXECUTIVE PROGRAMME IN SPORTS MANAGEMENT

INDIA

2nd EDITION | 2020-21

Welcome

The Pillai Group is honoured to associate with one of the finest University Networks in the world i.e. the FIFA/CIES University Network to offer the PILLAI/FIFA/CIES Executive Programme in Sports Management in India. This programme formed by FIFA and CIES, both being leaders in their respective domains, with its focus on rich academic content, problem solving projects and collaborations makes it one of the most sought after courses by sports professionals all over the world.

With the rise of world class leagues and clubs in different sports in India, formal education in sports management has become the need of the hour. The FIFA/CIES Executive Programme in Sports Management with its universal common curriculum across all countries and high standards of academic excellence will help develop the necessary skill sets required for professionals to shine in the field of sports management. Networking with partner universities across the world will provide exposure to the latest management trends and practices in sports for our faculty and students leading to quality academic research opportunities that will aid in the advancement of Indian sports. With all its pedigree and merit we are confident that the PILLAI/FIFA/CIES Executive Programme in Sports Management will help us create the trained sports professionals India requires to reach its sporting goals and also strengthen the overall sports ecosystem in India.

It is India's time to get noticed on the sporting landscape of the world. By conducting this unique programme the Pillai Group hopes to be at the forefront of the growth of professional sports management in India.

I thank you for taking the first step and applying for this world renowned course and look forward to reading your application.

Franav Pillai
Director
PILLAI/FIFA/CIES Executive Programme
in Sports Management

The training of sports managers: A necessity

In today's world, sport is confronted with a constantly increasing number of challenges, and a working environment that grows more complex with each passing day.

One can mention poor management of many sports-related entities, the ensuing lack of credibility, a demand for transparency from many partners, the gap between the richest sports organisations and those that have limited resources, responding to increasingly effective doping methods and the threat from illegal sports betting to the integrity of sports results. This non exhaustive list is followed by the challenges of obtaining support from commercial sponsors, the growing complexity related to the organisation of sports events, the migration of young athletes to rich countries, the legal frameworks which grow in size and sophistication day after day, the global financial uncertainty and the ongoing fight against the still too common threats from racism and nationalistic behaviour in stadiums and on local playing fields.

For all of these reasons, sports managers must, more than ever before, be able to deal with complex situations involving many challenges. Education remains one of the best ways to achieve this.

Created in 2004, the FIFA/CIES Executive Programme in Sports Management aims to provide present and future sports leaders with the necessary knowledge and skills to be able to better understand their working environment and to deal with the types of situations modern sports organisation can be confronted with.

The FIFA/CIES Executive Programme in Sports Management is delivered worldwide by 17 universities, forming part of the FIFA/CIES International University Network.

This innovative network allows students, alumni, professors, experts, coordinators and speakers to interact and share their experiences on both a national and global level.

CIES is proud to partner with Pillai Institute of Management Studies & Research in Mumbai for the organisation of the FIFA/CIES Executive Programme in India and to contribute to the wider development of sports management in both this country and those on its borders.

Prof. Denis Oswald
CIES Director

The International Centre for Sports Studies (CIES)

The International Centre for Sports Studies (CIES), located in Neuchâtel, Switzerland, was created as a foundation in 1995 by the Fédération Internationale de Football Association (FIFA), the University of Neuchâtel and the City and State of Neuchâtel.

Using a multi-disciplinary approach (law, sociology, geography, history and management), CIES provides research, top-level education and consulting services to the world of sport.

Since its inception, CIES has aimed to serve as a bridge between the worlds of research, education and sports organisations. CIES actively promotes the ongoing exchange of knowledge and experiences between stakeholders from both academia and the sports industry. Thanks to its international network of universities and experts, CIES is able to support and carry out research and educational projects across all continents.

Finally, its multidisciplinary approach, connected with the realities of the sports field, enables the production of solutions, which meet the specific needs of sports organisations.

The main CIES activities are notably the organisation of the "FIFA Master" (International Master in Management, Law and Humanities of Sport), the FIFA/CIES Executive Programme in Sports Management delivered through an international university network comprising 17 partner universities across the world, and the Master/DAS/CAS in Sports Law of the University of Neuchâtel.

Since 2018, in collaboration with FIFA, the CIES has also been developing executive training courses for General Secretaries and senior executives of national football federations. Finally, CIES is also engaged in fundamental and applied research in the field of sport, through numerous publications, its Football Observatory and the organisation of conferences and seminars.

A few words about the Pillai Group

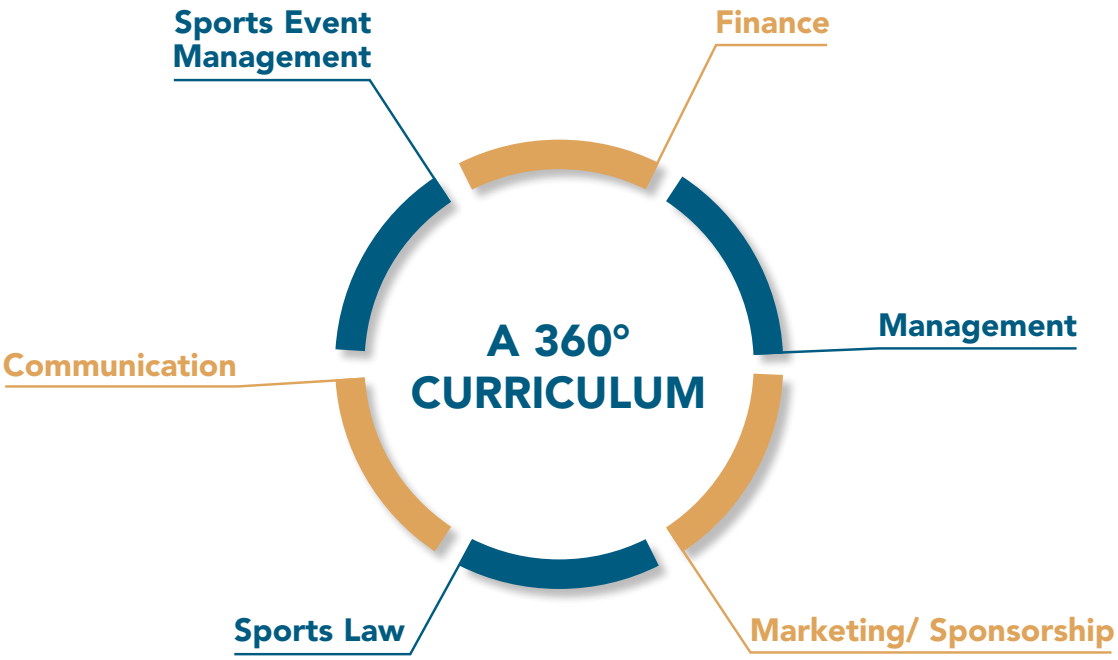
Mahatma Education Society's Pillai Group of Institutions was established in 1970 with the aim of bringing about social and economic change through the proactive personal development of every student that came into its fold. Under the helm of Dr. K. M. Vasudevan Pillai and Dr. Daphne Pillai, the trust has grown from a single school into a multi-institution, multi-location group delivering quality education from kindergarten to post-graduate levels. Today, Mahatma Education Society (MES) educates more than 30,000 students annually in its 48 institutions known as the Pillai Group of Institutions in 6 different campuses spread across the state of Maharashtra, India.

The Pillai Group, known for its innovative teaching practices and world class infrastructure, has also always been committed to develop a strong sporting culture amongst its students and institutions. It is a matter of great pride that it has produced many international and national level athletes who have participated at global events such as the Olympics, Commonwealth Games, Indian Premier League (IPL) and Indian Super League (ISL). The government of India has recognised the Pillai Group's commitment to sports and has entrusted it with running a Sports Authority of India (SAI) centre at one of its campuses. The centre currently provides high level training to 22 athletes from all over India.

The FIFA/CIES Executive Program will be conducted by Pillai Institute of Management Studies and Research (PIMSR). Established in 1998, PIMSR is one of the Pillai Group's most respected institutions. It conducts the Master of Management Studies (MBA equivalent) and Executive MBA courses at the Dr. K. M. Vasudevan Pillai Campus located in Navi Mumbai, India. The MMS course is affiliated to the prestigious University of Mumbai and recognized by the All India Council of Technical Education (AICTE).

General presentation

The FIFA/CIES Executive Programme in Sports Management covers all sports. It provides training in 6 essential fields of sports management, namely communication, sports law, marketing/sponsorship, management, finance and sports event management.



Objectives

1. To give students a comprehensive view of sports management.
2. To adapt the curriculum to national and regional requirements in sports thanks to the skills and expertise of our academic partners.
3. To combine theoretical education with practical case studies.
4. To help students acquire the tools and knowledge that they can use in their daily sports environment.
5. To organise each year a cycle of special sessions which are delivered by international sports industry experts.
6. To build a network of expertise at both national and international levels.

The FIFA/CIES Executive Programme

Sports Event Management

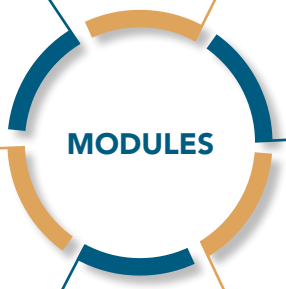
The objective of this module is to give students a better understanding of the various aspects related to the organisation of sports events, on both a national and international level. For example, project management, security, logistics, infrastructure, positioning in such a competitive market, are all key elements to ensure the successful delivery of a sporting event.

Finance

This module offers training in the financial realities of national and continental sports entities, with a view to strengthening and improving financial management processes. It addresses fundamental financial concepts such as balance sheets, profit and loss accounts, budget options, and business plans. On completion of the module, sports managers will have acquired the necessary tools to be efficient managers within their organisations.

Communication

This module offers the possibility to gain knowledge of the basic concepts of communication as needed by sports organisations to ensure the effective exchange of information between the different sports industry actors. Strategic communication, planning, management of communication processes and crisis management are all necessary tools for effective communication strategies.



Management

This module focuses on the transition from the amateur management of a sports organisation to professional management, and is based primarily upon efficiency and performance principles. Key themes addressed during this module include the structure of sports organisations, decision-making processes, human resources management, leadership and the management of organisational change.

Sports Law

The exceptional growth and development of the sports industry has also seen the evolution of an increasingly vast and complex judicial system. The objective of this module is to provide a full overview of sports law. For example, consideration is given to the structure of world sport, the status of the sports person, civil and criminal responsibility of sports actors, the different commercial contracts used, the resolution of legal disputes in sport and the increasing level of threats to the integrity of sport.

Marketing/Sponsorship

This module offers students the opportunity to familiarise themselves with the commercial realities of modern sport. Students are presented with a pragmatic approach to marketing sports entities and events, as well as to the selling of sponsorship and servicing of account sponsors. The importance of markets and sports consumers are clearly demonstrated and also the role played by brands and social media. A better understanding of the methods used to strengthen the identity of a sports organisation for marketing purposes (values, image) and how to fully grasp the expectations of potential sponsors are two key components of this module.

Sessions with international sports industry experts

During each edition of the FIFA/CIES Executive Programme, CIES offers students the opportunity to meet industry experts from different backgrounds (e.g. IOC, FIFA, other international federations, continental entities, prestigious clubs, sports event organisers, etc.). These special sessions and lectures also provide an opportunity to exchange viewpoints on current issues in the world of sport and to reflect on how these issues can impact on national sport.

Who is the FIFA/CIES Executive Programme intended for?

- **Managers and individuals working in the sports world** on a professional or amateur basis (e.g. national and international federations, continental organisations, NOCs, clubs, regional associations, ministries, municipalities) who are seeking to broaden or refresh their knowledge of sports management.
- **Professionals from all backgrounds** (e.g. legal practitioners, economists, journalists) who wish to start working in sport and become familiar with the specialist aspects of the sports industry.
- **Young graduates** who wish to complement their existing academic training with a specific qualification in the field of sports management.

The administrative team

Dr. Celina JOY

Academic Coordinator

Email: celina@mes.ac.in

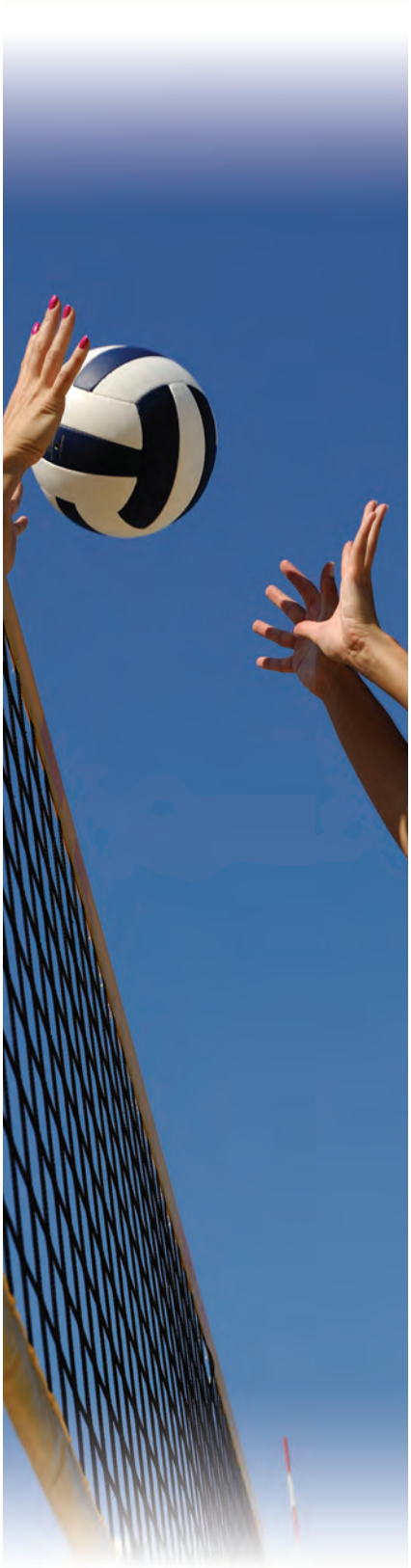
Mr. Padmakshan PADMANABHAN

Administrative Coordinator

Email: padmas1970@mes.ac.in

Dr. Shaji PRABHAKARAN

CIES Coordinator in India



Course format

Each of the six modules will comprise approximately 22 - 25 hours of teaching and learning activities, to be completed over one academic year. The mode of delivery for the 2020-21 academic year will be different than usual due to the Coronavirus Pandemic. The first two blocks that will take place in November 2020 and January 2021 will be conducted Online. The 3rd and 4th blocks that will take place in March and May 2021 will be conducted physically at the Pillai Institute in Navi Mumbai (subject to the coronavirus situation normalizing).

Course schedule (2020-21 edition)

Inauguration 20 November 2020

Block One (Online Mode)
20 to 29 November 2020
Block Two (Online Mode)
08 to 17 January 2021
Block Three (Physical Mode -Subject to Covid 19)
05 to 14 March 2021
Block Four (Physical Mode -Subject to Covid 19)
04 to 08 May 2021

Course fee (2020-21 edition)

INR 1,75,000 (inclusive of comprehensive CIES manuals for each module, class hand-outs, international, national and local guest speakers, official excursions, graduation function, lunches and refreshments during physical block weeks). Course fee for international students is USD 4,000 Once accepted, and to secure your place, an initial non- refundable payment of INR 50,000 (USD $ 1,000 for international students) is to be paid within a week of declaration of admission list. The remaining fees must be paid in full no later than 28 November 2020.

Student numbers

A batch can accommodate a maximum of 35 students.

Tuition language

English

Admission requirements

Candidates must hold at least a Bachelor's Degree from a recognized Indian University or a degree from a foreign University as recognized by Association of Indian Universities (AIU) and must be able to demonstrate an interest in sports. Shortlisted candidates are required to undergo a compulsory admission interview with an academic representative of Pillai and a representative of the FIFA/CIES University Network. Since classes are in English, candidates must possess a good command of the language. For exceptional cases* without a Bachelor's degree, candidates must hold at least a Diploma corresponding to at least three years of successfully completed secondary school education/higher secondary school education as certified by appropriate authorities. (*: National / international ranked players / officials in active service).

Key dates

(1) Sale of application forms: 01 September 2020
(2) Last date of submission of forms along with Statement of Purpose: 11 October 2020
(3) Intimation of interview selection: Between 13 – 15 October 2020
(4) Dates of interviews: 19 – 21 October 2020
(5) Declaration of results: 30 October 2020
(6) Submission of part fee (non-refundable): 07 November 2020
(7) Balance fee payment: 28 November 2020
(8) Commencement of class: 20 November 2020

Important information

Online application

For registrations please log on to:
www.fifacies.pimsr.ac.in

Attendance of classes

Attendance of the four block weeks is compulsory and students must obtain a class attendance mark of not less than 75% for each module. This stipulation is over and above the other academic requirements for the successful completion of each module.

Award of diploma

PILLAI/FIFA/CIES EXECUTIVE DIPLOMA IN SPORTS MANAGEMENT

Accommodation

Apartments are available on single or double occupancy basis in close proximity to the campus. Please contact the official listed below for details.

Ms. Neelam Singh
Tel: +919594661323
Email: neelamsingh@mes.ac.in

Contact information

Address

Pillai Institute of Management Studies and Research
Dr. K. M. Vasudevan Pillai Campus,
Sector 16, New Panvel, Navi Mumbai,
Maharashtra, India - 410 206

Contact

- Mobile:
  +919833709566
  +919323255600
- Landline:
  +912227481764
  +912227451700
- Email:
  fifaciesadmissions@mes.ac.in

The FIFA/CIES International University Network

The FIFA/CIES International University Network today includes 17 universities, which deliver the FIFA/CIES Executive Programme in Sports Management:

1. **Universidad Católica Argentina**
   Buenos Aires, Argentina (since 2004)
2. **Universidad Santo Tomás**
   Santiago de Chile, Chile (2006)
3. **Université Cheikh Anta Diop**
   Dakar, Senegal (2006)
4. **Nelson Mandela Metropolitan University**
   Port Elizabeth, South Africa (2007)
5. **Cairo University**
   Cairo, Egypt (2007)
6. **Universidad de Costa Rica**
   San José, Costa Rica (2008)
7. **The University of the West Indies**
   Port of Spain, Trinidad and Tobago (2009)
8. **Birzeit University**
   Ramallah, Palestine (2009)
9. **Universidad Rey Juan Carlos**
   Madrid, Spain (2010)
10. **Universidad Metropolitana**
    Caracas, Venezuela (2010)
11. **Fundação Getulio Vargas**
    Rio de Janeiro & São Paulo, Brazil (2010)
12. **Universidad San Martín de Porres**
    Lima, Peru (2012)
13. **Sorbonne University Abu Dhabi**
    Abu Dhabi, United Arab Emirates (2014)
14. **Kozminski University**
    Warsaw, Poland (2014)
15. **Higher School of Economics**
    Moscow, Russia (2014)
16. **Pillai Institute of Management Studies & Research**
    Mumbai, India (2019)
17. **Universidad de Las Américas**
    Quito, Ecuador (2019)

The FIFA/CIES International University Network

Objectives and activities

The FIFA/CIES International University Network is based on the principles of partnership, mutual respect and openness. It allows many exchanges among students, teachers, experts, alumni and all the other participants who actively contribute to the Network. To strengthen links between its members and to offer them new perspectives, the FIFA/CIES University Network has implemented two initiatives, which, over the years, have become central in creating a sense of community and helping to motivate participants: The FIFA/CIES University Network Prize and the FIFA/CIES University Network Scholarships.

The FIFA/CIES University Network Prize

The purpose of the FIFA/CIES University Network Prize is to reward the best group project presented by the partner universities. The Prize consists of a trip to Switzerland, which includes a visit to the CIES headquarters in Neuchâtel, as well as a day at the FIFA headquarters in Zurich with the "FIFA Master" students. During the visit, participants are also able to attend a series of presentations by FIFA managers.

The FIFA/CIES University Network Scholarships

The FIFA/CIES University Network Scholarships allow FIFA/CIES Executive Programme alumni to finance their participation in the "FIFA Master" course (course registration fees, travel expenses, accommodation, etc.). Candidate applications must meet the criteria defined by CIES and the "FIFA Master" Scientific Committee.

Since the scholarship was created in 2012, students from countries such as Argentina, Brazil, Chile, Costa Rica, Egypt, Guatemala, Lebanon, Russia, South Africa, Spain, Trinidad and Tobago, Turkey, Ukraine and Venezuela, have all been awarded scholarships.

Other FIFA/CIES University Network projects

The FIFA/CIES University Network - with the support of its partners - regularly offers FIFA/CIES Executive Programme students and alumni the opportunity to attend conferences and seminars on various topical issues related to sports management, as well as the opportunity to attend various international sports competitions.

Part I
Data requirements for intranet profile

1. Personal information & demographic data

First name _____ Surname _____

Nationality n°1 _____ Nationality n°2 _____

Country of residence _____ Mother tongue _____

Language spoken n°2 _____ Language spoken n°3 _____

Gender ☐ male ☐ female Date of birth (dd/mm/yyyy) _____

Do you play any sports? ☐ Yes ☐ No

If 'yes', please specify Sport n°1 _____

Sport n°2 _____

Sport n°3 _____

2. Education

What is your highest qualification? (PhD, Master, Bachelor, etc.) _____

In which field of studies _____

At which university / school / institution _____

Is your highest qualification sport-related? ☐ Yes ☐ No

Besides your 'highest qualification', have you completed any sport-related education? ☐ Yes ☐ No

If 'yes', please specify University/ School/ Institution _____

Diploma/ Degree obtained _____

Field of Studies _____

3. Professional activity

Are you currently employed/ working? ☐ Yes ☐ No

If 'yes', please specify Your job position _____

Your employer _____

Is your job sport-related - even partially/ indirectly? ☐ Yes ☐ No

If 'yes', please specify Sport n°1 _____

Sport n°2 _____

Sport n°3 _____

If 'no', please specify Your field of activity _____

Do you have a second employment/ job? ☐ Yes ☐ No

If 'yes', please specify Your second job position

Your second employer

Is your second job sport-related - even partially/ indirectly? ☐ Yes ☐ No

If 'yes', please specify Sport n°1

Sport n°2

Sport n°3

If 'no', please specify The field of your second activity

4. Voluntary activities (past or present)

Voluntary activity (past or present)? ☐ Yes ☐ No

If 'yes', please specify Your voluntary position

Your voluntary institution

Was/is your voluntary activity sport-related? ☐ Yes ☐ No

If 'yes', please specify Sport n°1

Sport n°2

Sport n°3

If 'no', please specify The field of your voluntary activity

5. Contact details & social networks

Mobile phone

E-mail

E-mail n°2

LinkedIn account (http link)

Facebook account (http link)

Twitter account (http link)

Part II
Additional data requirements for the university

1. Personal contact information (capital letters)

Home address

Postal code City Country

Place of birth Fax

Where did you hear about the course?

Are you/were you a student at Mahatma Education Society (MES)?

If 'yes', please provide your course details while you were at MES

(A certified copy of identification document/passport must be attached to this application)

2. Educational background

Please start with your highest qualification
(certified copies of certificates obtained must accompany the application)

College / School	Location	Period of study	Field of Study

Professional qualification
(Certified copies of certificates obtained must accompany the application)

Date obtained	Prof. firm or educ. institution	Qualification and subject	Result obtained

3. Please submit a Statement of Purpose (not exceeding 1000 words) that includes:

a) Your involvement with sports
b) Your reasons for enrolment to this course
c) Your future professional plans

Place and date Signature

INTERNATIONAL
CENTRE FOR
SPORTS STUDIES

Avenue DuPeyrou 1 | Phone +41 (0)32 718 39 00
2000 Neuchâtel | www.cies.ch
Switzerland

Pillai Institute of Management Studies and Research
www.cies-uni.org | www.cies-uni.org/india
www.pimsr.ac.in | +912227451700

FifaCiesUniNet

fifaciesindia